

## REMEMBERING HOLLY

Last year, the beloved director of the Entrepreneurial Center for Horticulture at Dakota College in Bottineau passed.

Holly Mawby, of Esmond, N.D., devoted her life to helping local producers around the state grow their businesses.



An active member of the North Dakota Farmers Market & Growers Association,

Holly was a big part in planning the annual North Dakota Local Foods Conference. Her presence is greatly missed, and the North Dakota Department of Agriculture hopes her legacy lives on through her work that improved the local foods community.

## CONFERENCE DONORS

- Coal Creek Coffee
- Due North GF Bakery
- Grubbersputz Pizza
- Honey Lovers

Special thanks to all of our volunteer speakers. Without you this conference would not be possible.



Agriculture Commissioner  
Doug Goehring

## ABOUT

The 2022 Local Foods/Pride of Dakota Conference will feature two full-days of lectures from experts designed to improve your small business.

Participants will learn about the opportunities their business can utilize to reach more customers, a variety marketing strategies and business planning tips to ensure their success financially and for the years to come.

### SPECIAL EVENTS

March 4 - 4:30 p.m. - 6 p.m.

North Dakota Farmers Market & Growers Association (NDFMGA) Annual Meeting

March 5 - 3:45 p.m. - 4:15 p.m.

Pride of Dakota Annual Service Awards Ceremony



## LOCAL FOODS PRIDE OF DAKOTA CONFERENCE

March 4 & 5  
2022

# MARCH 4TH

## **Combined (Room Pier 7)**

Welcome - 9:45 a.m. - 10 a.m.

Panel Discussion (NDDA) - 10 a.m. - 11 a.m.

Lunch - 11 a.m. - 12 p.m.

## **Local Foods (Room Cutty Stark)**

12 p.m. - 12:45 p.m. Course of Action  
akota College in Bottineau - Quinn Renfandt)

## **Pride of Dakota (Room Nautilus)**

12 p.m. - 12:45 p.m. Shop ND & Business Plans  
(SBDC CARES Project Manager - Greg Syrup)

12:45 p.m. - 1 p.m. Break

## **Combined (Room Pier 7)**

1 p.m. - 2 p.m. Expand Your Brand - Digital  
Marketing Strategies for Small Businesses  
(Agency MABU - Steph Landwehr &  
Annette Schilling Willis)

2 p.m. - 2:30 p.m. Networking Snack Break  
- Pier 7

## **Combined (Room Pier 7)**

2:30 p.m. - 3:15 p.m. Climbing the Ropes  
(Memories from Home by Becky - Becky  
Zahn-Walcker)

## **Combined (Room Pier 7)**

3:15 p.m. - 4 p.m. Booth Setup Basics  
(5 Second Rule Bracelet - Pam Emmil)

## **Closing Statements (Room Pier 7)**

4 p.m. - 4:15 p.m. Closing Statements  
(N.D. Dept. of Agriculture - Kara Haff)

4:30 p.m. - 6 p.m. NDFMGA Annual Meeting

# MARCH 5TH

7 a.m. - 8:30 a.m. Registration

## **Local Foods (Room Cutty Stark)**

8:30 a.m. - 9:15 a.m. Encouraging Your  
Communities Local Food Sense  
(Mickelson Tiny Plants - Danielle Mickelson)

## **Pride of Dakota (Room Nautilus)**

8:30 a.m. - 9:15 a.m. Wholesale/Retail  
(N.D. Dept. of Agriculture - Kara Haff)

9:15 a.m. - 9:30 a.m. Break

## **Local Foods (Room Cutty Stark)**

9:30 a.m. - 10:15 a.m. Farm to School  
(Bismarck's Local Foods Coordinator - Claire  
Lowstuter)

## **Pride of Dakota (Room Nautilus)**

9:30 a.m. - 10:15 a.m. Branding Your Business  
(Impact ND)

## **Local Foods (Room Cutty Stark)**

10:15 a.m. - 11 a.m. SNAP at Farmers Markets:  
Slow & Steady Wins the Race!  
(NDSU Extension - Jan Stankiewicz)

## **Pride of Dakota (Room Nautilus)**

10:15 a.m. - 11 a.m. Collaborating Your  
Business (POD Member Testimonials)

Lunch - 11 a.m. - 12 p.m.

## **Local Foods (Room Cutty Stark)**

12:15 p.m. - 1 p.m. High Tunnel Basics  
(Dakota College in Bottineau - Keith Knudson)

## **Pride of Dakota (Room Nautilus)**

12:15 p.m. - 1 p.m. Trademark Basics  
(UND - Jason Jenkins)

## **Local Foods (Room Cutty Stark)**

1:15 p.m. - 2 p.m. Going Organic  
(North Star Farms - Marvin Baker)

## **Pride of Dakota (Room Nautilus)**

1:15 p.m. - 2 p.m. Using Lean Principles for your  
Small Business (Impact ND )

2 p.m. - 2:30 p.m. Networking Snack Break -  
Pier 7

## **Local Foods (Room Cutty Stark)**

2:30 p.m. - 3:00 p.m. Local Foods Map  
(N.D. Dept. of Agriculture - Kristine Kostuck)

## **Pride of Dakota (Room Nautilus)**

2:30 p.m. - 3:00 p.m. Pride of Dakota Updates  
(N.D. Dept. of Agriculture - Katie Huizenga)

3:30 p.m. - 3:45 p.m. Closing Statements

3:45 p.m. - 4:15 p.m. POD Awards Ceremony